

ADVERTISEMENT

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## A Stenographic Record of a Conference at

# THE EVENING MAIL

**The Fashion Editor (with finality):** I've finished my plans for the Fashion Number. We will publish it March 28—that's Wednesday.

**The Editor (critically):** How about what is going in it? Is this going to be a real Fashion Number, or just a lot of hastily collected articles and pictures?

**The Fashion Editor (proudly):** This is going to be the best one in New York.

**The Editor (cynically):** It doesn't have to be very good to be that.

**The Fashion Editor (indignantly):** I've got some things no other paper can get, and some of the drawings will surprise you. If this isn't the best Fashion Number you ever saw, then I'll go to the trenches. (Unfolds the secrets of the number, which are stricken out of this record for fear our competitors would borrow the ideas and information.)

**The Advertising Manager (with decision):** We will announce the date to advertisers, and begin at once to arrange for their representation in the Number. We can give them splendid results on the advertising because our readers have been trained to expect these Fashion Numbers, and wait for them so as to help them decide on their purchases. We will also advertise the Number in various ways and get our readers all worked up about it.

**The Circulation Manager (admiring himself):** You don't have to worry much about giving your advertisers results. Every time we have a Fashion Number our circulation jumps up.

**Chorus of Those Present:** Then it is all decided—Spring and Summer Fashion Number—Wednesday, March 28.

### ENTER Foreman of the Composing Room

(who has heard that Fashion Number Conference is on)

**Foreman of Composing Room (heatedly):** For the love of Mike, tell the advertisers who are going in this Fashion Number to get their copy in early. I'm always the goat on these numbers. How do you expect me to turn out a good-looking number if I've got to be setting advertising up to the last minute? Ask these fellows to have a heart. Tell them we can turn out a good-looking Number. I'm a good guy, but I can't work any miracles.

**Advertising Manager (with a sigh):** Amendment accepted.

(Meeting adjourned.)

## CUBAN REBELS HALT BUSINESS

Avoid Battle, but Transportation in Two Provinces Is at Standstill

WANT INTERVENTION  
BY UNITED STATES

Washington Influenced by German Crisis in Dealing with Nearby Revolts

(From The Tribune Bureau)  
Washington, Feb. 26.—Advices from Havana to-day state that in two weeks of combat against the revolution the government forces have met with no reverses. The insurrectionists hold no towns except those in which the government garrisons deserted at the beginning of the revolt and which physical conditions have made it impossible to date to reach.

The loyalty of the troops to the government new seems established, the dispatches assert. The total desertions, it is said, will not exceed 700.

The army of General Gomez, estimated by his friends to number between 4,000 and 15,000 men, has not offered to fight even one battalion of Federals, except at Sancti Spiritus, where the insurgents were punished severely.

In spite of this general transportation is at a standstill in Camaguey and Oriente provinces, and Santiago, the second largest port, is in the hands of the rebels. The President is reported as being optimistic, but business interests are gloomy. Revolutionary leaders are relying on American intervention to relieve them from punishment. It is predicted that to force intervention they will destroy cane and mills. If this is done the Cuban government, it is said, cannot with the forces at its command hold the towns, keep the railroads open and at the same time break up the bands of revolutionists.

### Large Losses Possible

Gomez is said to have the principal voice among the three or four revolutionary leaders who control the policy of the revolt. In a week or ten days that policy probably will be revealed. If it is the destruction of property only quick action by the United States, it is stated, can prevent large losses. If the United States gives physical aid to the Cuban government, ten or twelve ports may be occupied and the Cuban railway, operated by an American corporation, can be kept open. This would

**ON VIEW TO-DAY**  
and Following Days  
at the Galleries of  
**Fifth Ave. Auction Rooms**  
333-341 Fourth Ave. 25th St.  
A Large Assortment of  
**Choice Furs**  
Including Overcoats, Auto Coats, Muffs, Scarfs, &c. Also Polar, Grizzly, Black Bear, Leopard and Wolf Rugs.  
To be sold by direction of  
**C. C. Shayne & Co.,**  
of New York City.  
To liquidate charges for storage and also to close out certain lines of their stock.  
Auction Sessions—Wednesday and Thursday of this week from 2 o'clock each day.

**ALSO ON VIEW**  
The Hayward Collection of  
**Old Bronzes**  
Including numerous specimens of  
Apotheosis Mortars and Weights,  
Cooking Pots and Votive Bells,  
dating from the XI to XIX Centuries.  
Also Antique Pewter Tankards, Pots, Plates, &c., Old Majolica, Beer Mugs, Ancient Firearms, Wood Carvings, Venetian Glass and a Large Collection of  
**Old Tyrolean Belts,**  
dating from the XI to XIX Centuries.  
To be sold Friday of this week, from 2 o'clock P. M.

**ALSO ON EXHIBITION**  
An interesting collection of  
**Oriental Objects**  
the Property of  
**Victoria Morris.**  
of San Francisco, Cal., formerly of Hong Kong, China, including  
**Elaborately Carved and Inlaid Furniture**  
Beautiful Chinese Porcelains,  
An Extensive Collection of  
**Old Chinese Brasses**  
and Carved Wood Figures,  
Kakemonos, Embroidered Hangings and Bed Sets and a large quantity of Japanese Linen Table Cloths, Napkins, Centre Pieces, &c.  
To be sold Saturday Afternoon, March 3, from 2 o'clock.  
**HENRY A. HARTMAN, Auct.**

**Neckwear Newness**  
A mair-colored collar-and-cuff set of fine broadcloth, hand-embroidered in dark colors—will enhance the beauty of suit or dress.  
**\$2.25 set.**  
A vestee of oyster white Kool-Lon—a "crepey" silk—has a collar-border of Georgette crepe in Spring colorings. So serviceable and convenient! **\$2.75.**  
(Main Floor)

**Bloomington's**  
50th to 60th St. Lex. to 3d Ave.

**Would you invest \$400 or more at 6% for 3 years in a business that will pay 10% to 40% thereafter? Company will furnish bond guaranteeing safety of principal and refund of full amount invested if for any reason it is desired.**  
**Opportunity, Box 300, Tribune.**

offer security, it is declared, to a hundred American estates.

**Washington Watches Revolts**  
Aware of the embarrassment that revolutionary conditions in nearby Latin-American republics might cause the United States in the event of hostilities with Germany, the State Department has surveyed carefully the situations in Cuba, Mexico and Central America. It has been assumed that any active and powerful enemy would seize the opportunity to organize operations in those countries.

It has been indicated that it was that danger which influenced the President somewhat in sending to Havana and to the capitals of all the Central American states the declaration of the policy of non-recognition of any government attaining power by illegal means.

**Whitman Urges Legislators to Push Local Option**

Confers with Hill and Wheeler—Anti-Saloon League to Fight New Excise Taxes

(From a Staff Correspondent of The Tribune)  
Albany, Feb. 26.—It became certain to-day that the excise question would develop into the liveliest subject at this session of the Legislature. The new excise taxes, proposed in the Republican amendment to the liquor tax law, will undoubtedly be passed. It seems probable that despite the apparent intention of the leaders of both houses to sidetrack prohibition and local option measures the Hill-Wheeler bill, extending local option to cities, will get more consideration than was planned for it.

Governor Whitman, at a conference to-day with Senator Hill and Assemblyman Wheeler, urged them to press their measure, not only in committee, but on the floor of both chambers. This is the bill that would carry out more generally the Governor's idea, as he expressed it in his annual message. It meets with the approval of the temperance forces, if they cannot get their own bills acted upon favorably.

The Anti-Saloon League notified legislative leaders to-night that it would fight the new excise taxes on a "hooker" attempt to substitute sham for genuine self-government relief in cities and a "fraudulent contraption."

**SIBERIAN TRADE AWAITS U. S.**

Millions There for Merchants, Says Norwegian Consul Chief  
Millions of dollars in trade is awaiting American manufacturers and merchants in Siberia. So Jonas Lied, chief of the Norwegian consular service in Siberia, told several hundred members of the National Association of Manufacturers at the Hotel Astor yesterday.

The establishment of an Arctic trade route had overcome shipping difficulties, he said. Before the war the Germans had built up a large trade by studying the needs of the people. Mr. Lied thought there was little to fear from a tariff by Russia as much of her business is in livestock and wheat.

**A. F. OF L. BACKS BILL FOR BAY STATE FOOD BODY**

Women Ask Governor to Obtain Embargo—Will See President  
Boston, Feb. 26.—A bill providing for the appointment of a state commission to regulate the sale and distribution of food was presented to the Legislature to-day by Speaker Channing H. Cox. He announced that he acted at the request of officials of the American Federation of Labor.

Mr. Cox said that while he did not agree thoroughly with the plan outlined in the bill he felt that the Legislature should do something to meet a grave situation.

A delegation representing the Housewives' League visited Governor McCall's office to-day to ask him to send a special message to the Legislature requesting it to memorialize Congress to place an embargo on the export of food. The Governor was absent when the women arrived.

The delegation will go to Washington Thursday to request President Wilson to urge Congress to act on the food situation.

**LOTS OF ICE NEXT SUMMER**

Report to Merchants' Association Declares Hudson Crop Largest in Years  
Ice will be plentiful next summer, according to a report made yesterday to the Merchants' Association by Edward Hatch, jr., chairman of its committee on pollution and sewerage, who inspected the Hudson River ice crop. The harvest was the largest in many years, Mr. Hatch said, icehouses being full to the roof, while cutting was still going on. The quality was as good as could be expected, he said, "from a river as highly polluted as the Hudson is."

"The high cost of living," he promised, "will not be reflected in the price of ice this summer, unless combinations artificially support the price."

**Housewives Add Fish To Foods Under Boycott**

Fish are the latest addition to the boycott list of the housewives of greater New York. The price of fish has not advanced, but the housewives have determined that it is too high in price. This action will result in a loss of at least \$200,000 to the wholesale and retail dealers in fresh water fish.

While the housewives were yesterday declaring a ban on fish eating the boycott on chickens and certain kinds of high priced meats, declared on Sunday, was tightened. The committee of Mothers' Anti-High Price League last night refused to go into conference with the representatives of the Retail Poultry Association over lifting the boycott. The committee replied that when the price of poultry had dropped within reach of the great mass of persons the boycott would be called off.

It was reported yesterday that Rabbi Jaffe of the synagogue at 175 Eldridge Street, was nearly mobbed by women because he declared that the boycotts were in opposition to the will of the Almighty. Policemen saved the rabbi from bodily harm and escorted him to his home.

**Bill Threatens Plattsburg Saloons**  
Albany, Feb. 26.—A bill to prohibit the sale of liquor within a quarter of a mile of the training camp at Plattsburg was introduced to-night by Assemblyman W. E. Pierce, of Plattsburg.

There are several saloons near the camp, and War Department officials have intimated to the municipal authorities that unless this condition is changed the training camp may be taken away.

**Business Troubles**  
Petition in Bankruptcy  
**THE FRIGATE MERCHANTS' AGENCY, INC.**, 410 Nassau St., between 2d and 3d Sts., has filed a petition in bankruptcy, claiming assets of \$254, consisting of \$100,000 in cash, \$100,000 in receivables, and \$54,000 in other assets. The creditors are George W. Plattsburg, \$1,000; Lacy A. Wright, \$1,000; and Charles W. Hull, \$200. David Froie is petitioner.

**Receiver Appointed**  
ROBERT M. BLANKIN & CO.—Judge Maule appointed W. J. Mahon receiver for Robert M. Blankin & Co., importers and exporters, at 12 Battery Place, with offices in Havana and Jamaica, total \$22,500.

**Assignment Schedule**  
CHARLES FOLE & CO.—Charles Fole, trading as Charles Fole & Co., assigns, at 35 Union Square, has filed assignment schedule showing liabilities of \$6,538 and assets of \$1,275.

**Bankruptcy Discharge**  
Judge Maule, in the United States District Court, yesterday granted discharges to three bankrupts: Albert H. Bower, formerly of 100 W. 10th St., New York, and paper, at 243 West 10th St., liabilities \$72,000, assets \$5,000; William, contractor and builder, of Yonkers, liabilities \$10,000, assets \$1,000; and Robert M. Canningham, salesman, 100 West 10th St., liabilities \$10,000, assets \$1,000.

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## CITY FOOD RELIEF MEASURE RUSHED

Bill Giving Board of Estimate Power Likely to Pass This Week

BIG POTATO SUPPLY  
FROM MAINE SOON

Commissioner Hopes the Shipment Will Break Prices in New York

(From a Staff Correspondent of The Tribune)  
Albany, Feb. 26.—The Legislature acted to-night to relieve the food problem in New York City. The Goodman bill in the Assembly, providing for the establishment of community stores and empowering the Board of Estimate to borrow and spend money to alleviate the existing situation, was advanced so that it can be passed this week.

Governor Whitman believes it will enable the city administration to solve the immediate problem, while the Wicks bill is being considered by the Legislature.

Governor Whitman said to-night that he saw no reason for him to act further at this time. He is prepared, however, to send an emergency message to the Legislature to rush the Goodman bill if necessary.

Charles S. Wilson, State Commissioner of Agriculture, is making marked progress with his census of the state's food supply. He announced to-night that the supply of from 5,000,000 to 10,000,000 bushels of potatoes which New York usually imports from Maine at this time of year was ready, and probably lower the retail price of potatoes in New York soon.

Carl Beck, of the New York Labor Forum, came to Albany to-night representing 132 labor, trade and fraternal organizations to ask the Governor to send an emergency message to the Legislature to help New York City, an object which was fulfilled in large part by the action on the Goodman bill. Beck did not see the Wicks bill, which would establish a new department of agriculture, foods and markets, grew to-night. Senator Wicks announced a hearing on the bill on Wednesday afternoon and the advance guard of the farmers, who object to it, is already here. Speaker Thaddeus C. Sweet, of the Assembly, signified his opposition to the measure to-day especially with regard to the patronage features.

**Food Relief Bill Sent To Albany by Mayor**

The draft of the proposed amendment to the city charter which will give the city the power to purchase food supplies and sell them to the people at cost will be sent to Albany for introduction in the Legislature to-day. Mayor Mitchell and Corporation Counsel Hardy were in conference last night over the final draft of the bill. While Governor Whitman has promised to assist its passage through the Legislature in any way he can, it is understood that it will go to the lawmakers in the regular course and not as an emergency measure from the Governor's desk.

"While there is no doubt that it is a lot of money, it is not a situation of either actual or prospective distress due to high prices. That is why we are dealing with the matter seriously."

It is the Mayor's opinion that the adoption of the Wicks bill now pending before the Legislature, as well as the proposed charter amendment, is necessary for the successful accomplishment of the municipal food sales. If the charter amendment were passed and the Wicks bill the city might find itself with power to act but without an agency through which to carry out the work, the Mayor pointed out.

The Mayor was not inclined to view the demonstrations of last week as serious. He pointed out that one of the woman speakers before the Board of Estimate Friday who had told of "starvation cases" had not yet made any specific reports to the city authorities, although asked to do so. The Mayor declared that he did not believe there was any lack of food, but that there was any lack of money to buy it. Underproduction and increased exports were largely to blame.

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Tuesday, February 27, 1917

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats—and hanging a bell on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

I KNOW that your column is primarily for advertisers, but one feels so helpless when it is the little store in the neighborhood that acts not only unrighteously, but with the independence that comes from the knowledge of how difficult it is to "get back at them." There is a John Fitzgibbon, "Importer," at 431 Fifth Avenue, and a branch at 631 Madison Avenue. The Madison Avenue store is usually in charge of a parsonage. The Fitzgibbons are a kindly, unassuming, and very nice family, but they are the slightest trouble to prevent mistakes and when they—very naturally—occasionally make a mistake, they are not taking the inconvenience more good naturedly. Before the mistake is proved the general tone of the store is a bright, cheerful, and very pleasant one. But the tone of the store is a bright, cheerful, and very pleasant one. But the tone of the store is a bright, cheerful, and very pleasant one.

Here follows the particular incident that aroused my indignation. Saturday before New Year's I took her to the store. I was careful also a wool of silk, an exact match, very difficult to find to-day because the spool silk industry is demoralized. Girl (as usual) impatient of directions, did not write down address on package. Waist was to be called for by me, I told her; never said anything about any one else calling for it. When I called for it, I learned it had been given to some butler, who had called with a dog and asked for something else which had been left by his mistress same day. And this just because, forsooth, his lady's name also was "Meyer." When I left my waist, I gave initial and address, but girl had scribbled only the words "Miss Meyer" on a piece of tissue paper. You will wonder why I patronized this store when I had not been satisfied with their methods. After mistake after mistake in the neighborhood. One other place fairly near is careless about getting machine oil on the goods. This store, however, was careful about oil, on the whole, and better work. The chief trouble has been in inattention to business. There was no record at the store of which family of "Meyer" had my waist. I was obliged to wait helplessly all of the following Sunday and Monday and half of Tuesday before the butler, in exercising the dog, returned my waist. The only satisfaction I received from the naughty dames at the store was "Accidents will happen," that seemed to relieve them of all responsibility in the matter.

I naturally asked that the wages for the sewing woman's time be paid me, as she was coming specially to work on that dress, all of which had proceeded as far as possible. I asked for the modest sum of \$5, which would have paid for the woman's time. All I received was the comforting assurance that I should have told the woman not to come when I knew the waist had gone astray, and that, anyway, I "must have had something else the woman could do"—and a refusal to give me a penny. The loss of the use of the dress, which would have been paid, and the annoyance they did not take into consideration at all. Further, more, Mr. Fitzgibbon wrote me that I need not come to the store any more, since I was dissatisfied (!), and implied that as I made my own dresses (I had helped in the making of them and had often made them entirely alone) I had no right to complain. This was engaging a sewing woman to do my dress, and my beloved spool of silk was lost, and when I protested, the store had the impertinence to send me a spool, a poor match, for which they insisted upon collecting 12 cents. I refused to accept it.

MARGARET NATHAN MEYER.

The only thing that any one can do, dear lady, is to mention the facts about a store that is so palpably discourteous and unreasonable. But such facts have a way of speaking for themselves very loudly and feelingly.

I BOUGHT a pair of white shoes from the Regal Shoe Company, 40 West Thirty-fourth Street, in December, and felt that they had not given satisfactory wear. In fact, I believed that I would have been more pleased if I had not been influenced by The Ad-Visor to trade only at reliable stores. Before the days of The Ad-Visor I would have probably never gone into a Regal store again, and would likewise have told my friends to shun them, also. However, I returned the shoes, and would have been satisfied if they had offered to put them in order. This was a new experience for me, because I dress taking nothing back to a store, especially an article like shoes, where it is so difficult to tell exactly how much they have been worn. The manager of the store, Mr. H. Merdes, jr., did not offer to have the shoes repaired, but after examining them, made me feel that I had done the store a favor by bringing them back, and the adjustment was so fair, almost more than fair—that I cannot resist telling you about it. Not that you changed Regal's, because they probably have always wanted to give a dollar's worth of wear for every dollar spent, but that you have changed me, because they would not have had the chance to make good and would now have a knacker instead of an enthusiastic booster.

R. F. K.

"Not that you changed Regal's, but that you have changed me." Respectfully referred to those merchants who bemoan the day that The Tribune started telling its readers that a commodity called satisfaction could be obtained in reputable stores.

YOUR service and pitiless publicity propaganda seems contagious, as evidenced by the enclosed letter, which I have just acknowledged with an expression of appreciation for Lehn & Fink's generous efforts to satisfy a complaint.

After having for about the fifth time within a year or two burst open the tail end of the tube and wasted a third of the paste down the drain pipe while endeavoring to start a fresh tube of Pebecco Tooth Paste, I went to my typewriter for consolation—and got it. Tooth Paste, with replaced goods and a new and pleasant conception of some of the big advertisers.

W. A. S.

The letter read:

Dear Sir: It is our business to make sure that Pebecco Tooth Paste is as good as we want it to be, and we are doing our utmost to have it so.

We have sent you six fresh tubes. Any time you have reason to find fault with any of our products return to us at our expense and we will replace.

LEHN & FINK.

It is significant that this thorough make-good should have been typewritten on a letterhead on which is printed this admirable statement of principles:

This signature is our seal, our assurance, our bond for the contents of the bottle, or box, or package on which it appears. It means the Lehn & Fink standard, established for nearly half a century, standing guard against the goodness, purity, wholesomeness, genuineness and absolute honesty of our products.

A house with a code like that couldn't make an inferior product.

IN THESE days, when it is next to impossible to procure a good seat at the theatre box office, let me tell you a little incident, which happened to me last week, and which, under normal conditions it would not be worth mentioning, stands out like an oasis in the desert.

On Thursday afternoon I purchased a couple of \$2 tickets at the Booth Theatre for the Saturday evening performance. There was a young lady in the box office, which in itself was an innovation. The young lady in the box office, which in itself was an innovation. The young lady in the box office, which in itself was an innovation.

Noticing pointed out to me that the tickets were not the same as the ones I had bought. The young lady in the box office, which in itself was an innovation. The young lady in the box office, which in itself was an innovation.

Every now and then The Ad-Visor hears a box office experience which indicates that a few managers are still old-fashioned enough to believe that the theatre is a place to buy pleasure.

KINDLY place a large check on the credit side of the ledger for a Truly Warner. My experience with them to-day has made me a firm customer, and I will boost their hats whenever possible.

The training camp at Plattsburg is a fine place. I bought a hat in the case as follows: About two and a half weeks ago I bought a hat in the case as follows: About two and a half weeks ago I bought a hat in the case as follows.

I thought they might allow me part credit on the hat, possibly 25 per cent, or at most 50 per cent, if I purchased another from them. I stopped in there to-day and spoke to the manager, who gave me full credit on the hat, and without quibble or argument said he would give me full credit on the hat, and without quibble or argument said he would give me full credit on the hat.

For my own mistake. I had intended buying a more expensive velvet for my own mistake. I had intended buying a more expensive velvet for my own mistake. I had intended buying a more expensive velvet for my own